

CONFIDENTIAL CLIENT

Established in 1997, our client was founded on the passion of its Founder to share the clean eating solutions that she'd developed for her family. Today, through its mix of ingredients, meal kits, cookware, super foods and guides, the company inspires its community to eat healthier, share good food and live better. Led by its inspirational and energetic CEO, our client has enjoyed tremendous growth over the past several years by employing a direct selling model. With its Canadian operations firmly established, the company is now embarking on an expansion program into the United States.

CHIEF FINANCIAL OFFICER

Based on Vancouver Island, our client is seeking a CFO who will want to join a strong executive team with outstanding camaraderie and great leadership. Their contribution to the team will be strong leadership and bullet-proof technical competency in the finance function and a desire to be a strategic business partner to the CEO and other Executive Leadership Team (ELT) members.

Reporting to the CEO and a core member of the ELT, the CFO will be a passionate people leader who loves to engage their team and deliver results. They will lead and manage all aspects of the company's finance function and bring significant financial acumen to ensure its success and sustainability while contributing to strategic planning. The incoming CFO will join the company at a time when it is continuing to build competency in its internal financial systems and processes while also embarking on a major growth initiative into the United States.

Possessing strong analytical capabilities at both the micro and macro level and with experience working in a fast-paced and growing organization, the new CFO will establish efficient and effective processes for ensuring sound financial decision-making, improve existing reporting and analytical capabilities, and assist partners throughout the business with vendor and third-party contract negotiations.

Holding a CPA designation and with 10-15 years of leadership experience in finance and administration, preferably within a high-growth, global, entrepreneurial environment, the successful candidate will possess proven strength in operational accounting in a retail and/or manufacturing environment and be able to effectively collaborate and communicate with a wide variety of personalities and cultures. Experience in the direct sales industry, a family owned, privately-held business, and/or the US/internationally will be considered an asset. The successful candidate will work at our client's head office, which is located on Vancouver Island.

To apply for this role or for further information, please send a resume and cover letter to search@watsoninc.ca.